



# CHIPPEWA VALLEY PARADE OF *Lights*

## Participation and Registration

- Participation is open to all residents and commercial businesses within the Eau Claire and Altoona School Districts limits.
- Entry is \$10 for residential and \$15 for each commercial business. No refunds.
- Proceeds benefit Youth Recreation Scholarships.
- Registration deadline: **Wednesday, November 17, 2021**
- Residential homes:
  - Register online at <http://activenet.active.com/EauClaire/>
  - Click on Activities, Search for Parade of Lights
    - Residential Code: FLERS-2021PL
- Business / Commercial registrations:
  - Call 715-839-5032 to register your business directly

## Rules

- The contest is for exterior decorations only, including decorations in windows visible from the exterior.
- Judging will be done based on outdoor lighting and decor. Judging is based on **“curb appeal”** as viewed from the street. Only decorations located on the street side of the property will be judged (corner lots will be judged from both streets). Judges will not enter property to view back or side yards.
- Participants agree to have their address posted on the Eau Claire Parks, Recreation and Forestry Website/Facebook page and other media platforms such as radio.
- Participants agree to have one or more photos of their decorated residence exterior posted on the Eau Claire Parks, Recreation and Forestry Website/Facebook page, other social media platforms and local media publications or websites.
- Participants agree there will be no compensation of any kind for said posting or publication.

## Format

- Registrants will receive a yard sign noting their entry number in the “Clearwater Parade of Lights Contest”
  - Entry sign pick-up is Wednesday, December 1, 8:00am-5:00pm at Eau Claire Parks, Recreation & Forestry, 915 Menomonie Street (Hobbs Ice Arena)
- Yard signs shall be displayed from December 1-31 in front yard for judges and onlookers.
- Division Winners for both Residential and Commercial will be crowned following these categories:
  - *Best Use of Lights*
  - *Most Creative Theme*
  - *Most Entertaining*
  - *Judges Choice*
- Judging timeline is December 2-5 from 6:00pm to 9:30pm.
  - Participants shall ensure all lights, animations, and decorations are in place and activated throughout the judging timeline.
- Prizes include a lawn sign for category winners and social media recognition
  - Winners will be announced on Wednesday, December 8
  - Signs delivered Wednesday, December 8
  - Winners posted on Facebook for People’s Choice Award
    - The public will Vote December 8-12th
    - Wednesday, December 15 – Posting of the People’s Choice Award

